

Samuel Scott

Marketing truth from an expert trade journalist.

Based out of Tel Aviv, Israel



[Speaking website page](#)

[Columns for The Drum](#)

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BIOGRAPHY

A former newspaper editor, consultant, and director of marketing in the high-tech industry, Samuel Scott is now a professional marketing keynote speaker as well as the writer of The Promotion Fix column for the global marketing magazine The Drum.

THE VALUE FOR EVENTS

Samuel is the only person who uses his experience in journalism and marketing to show businesses, conferences, and universities the truth of the present and future of the marketing industry as a neutral observer with nothing to sell.

GENERAL SPEAKING THEMES

- The Future Trends in Marketing
- The Biggest Myths in Marketing
- The Dark Side of the High-Tech Startup World

TESTIMONIAL

“Samuel delivered an excellent keynote talk at 3XE Digital in Dublin on the biggest myths in digital marketing. With the perfect mix of provocation, humor, and data-based insights into the marketing industry, his speech was much enjoyed and then later debated at the conference. Samuel is an inspiring and original speaker who educates marketers and helps them to do their jobs better.”

-- **Anthony Quigley, founder of 3XE Dublin**